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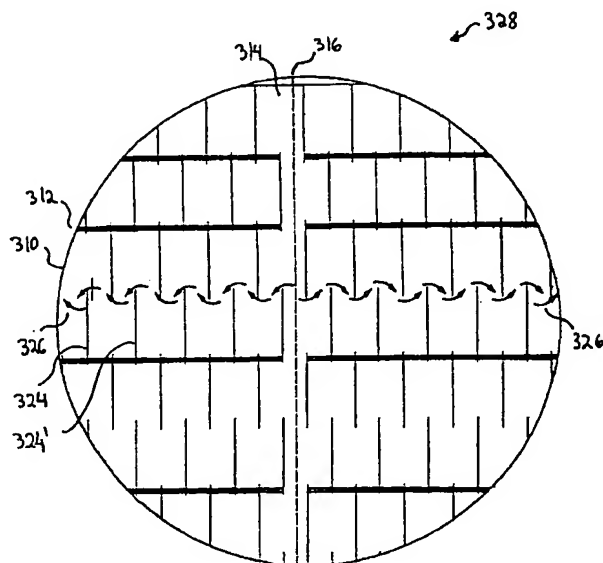
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(54) Title: **INFLATABLE CELLULAR CUSHIONING MATERIAL HAVING A BRICK LIKE FORMATION**



(57) Abstract: An inflatable cellular cushioning material (300) having an pipe entry line (314) to be inflated by an inflating device through the use of an air inlet pipe, the inflatable cushioning material comprising at least two layers of plastic welded in such a manner so as to form a substantially horizontally oriented longitudinal lines forming at least one row of cells (320) having at least one opening (336) forming a brick like formation along the horizontal axis of the inflatable cellular cushioning material, such that a flow of air is possible from one cell to another along the horizontal span of the inflatable cellular cushioning material.

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